

ORDER



Orders
Order / Rev: 186154
Alt Order #:
Product Desc: San Diegans for Filner
Estimate: 9.28-10.8.12
Flight Dates: 09/28/12 - 10/08/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: GENERAL

KGTV

Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Campaign Group
Buying Contact: Lisa Cabanel
Billing Contact:
 1600 Locust Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/San Diegans for Filner
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P1
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	6	\$6,300.00	\$5,355.00
10/01/12	10/08/12	11	\$13,300.00	\$11,305.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	6	\$6,300.00	\$5,355.00	11.10
October 2012	11	\$13,300.00	\$11,305.00	20.90
Totals	17	\$19,600.00	\$16,660.00	32.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGTV	22%	\$19,600.00
Market	100%	\$89,090.91

Competitive Share

	Share	Total
AZSD	0%	\$0.00
KBNT	0%	\$0.00
KFMB	27%	\$24,054.55
KNSD	24%	\$21,381.82
KPBS	0%	\$0.00
KSWB	9%	\$8,018.18
KUSI	18%	\$16,036.36
LSDN	0%	\$0.00
SD4	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XUPN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	09/28/12	10/08/12	Good Morning America/ICA		7A-9A	MTWTF--	:30	1	\$650.00	P1	1.20	NM	3	\$1,950.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	----F--		1				\$650.00		1.20			

